



# SOCIAL MEDIA LANGUAGE EXAMPLES



Social Media platforms play an important role in engaging parents. The following are suggested phrases to use in as you prepare your social media posts. Consider developing a Pre-K hashtag for your district. Encourage your staff, community and parents to use this hashtag.

## Pre-K Registration

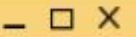
- Class of 2035, (or PRE-K GRADUATION YEAR) It's time to start school! Register today at (share link).
- Did you know \_\_\_\_\_ offers Pre-K for eligible 4 year olds? Call us at \_\_\_\_\_ for more information.
- Pre-K Registration is OPEN! We can't wait to welcome your learner! Call us today!
- Did you miss open enrollment? It's not too late! Call us today to register your 4 year old for Pre-K!
- Our Pre-K teachers are excited to register your child. Contact us today!
- Join us on (DATE) for Pre-K Registration at (LOCATION). Vaccinations will be available onsite. Visit our Pre-K registration page for more details about what to bring.
- Pre-K Orientation Day is Today! (SCHOOL NAME) is eager to meet you and give you a tour. Not yet enrolled? Call \_\_\_\_\_ today to schedule a time to enroll and tour the school.
- Not sure what you need for Pre-K enrollment? Visit here for all the necessary information.

## Share Pre-K Successes from Parents and Teachers

- Not sure you want to enroll your student in Pre-K? Listen to Pre-K parent (NAME) as she shares about their families Pre-K experience.
- Not sure you want to enroll your student in Pre-K? Visit with Pre-K teacher (NAME) to learn more about the experience.
- Pre-K Teachers are excited to welcome you! (PICTURE OF PRE-K TEACHERS)
- What does it take to get ready for Pre-K? Watch this video as our Pre-K Teachers tell you more.
- In Pre-K, student learning grows. Let's start growing today. Listen as (TEACHER) tells about experiences in Pre-K.
- Share picture and quote testimonials from last year's Pre-K class.



## Pre-K Happenings and Best Practices



- Pre-K students at (SCHOOL NAME) are future engineers! (Share Picture of class)
- Ever wonder how STEM applies to Pre-K? Check out (TEACHER'S NAME) class website to see STEM in action.
- (SCHOOL NAME) students are learning about Careers! (Share Pictures)
- Did you know young children learn best through active movement? Our pre-k teachers keep our pre-k students engaged through movement activities. (Add photo of students engaged in an active learning activity)
- Fine motor activities help build the small muscles in the hand which prepare our pre-k students for writing! (Add photos of students engaged in fine motor activities)
- Play is LEARNING! Students learn best through play. See how (SCHOOL NAME) students are engaged in play activities that promote learning.
- Thanks to the grant received from (NAME GRANTOR), student can now (EXPLAIN GRANT OBJECTIVE AND LEARNING) (Share Picture)
- Pre-k students love read aloud time! So much learning: vocabulary, comprehension, listening skills, and much more! Find read aloud tips at [Reading Rockets](#).

## SOCIAL MEDIA SCHOOL BEST PRACTICES

It is important to consider best practices for schools in promotion through Social Media. Remember these tips:

- **Make sure you have photo/media releases on students whose pictures will be used.**
- **Use language that is easily understood for families**
- **Provide bilingual material through social media posts to reach non-English speaking families.**
- **Make sure all media is approved through your school's administration.**

